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Consumer PURCHASES OF FRUITS AND JUICES

in March
1954



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

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U. S. DEPARTMENT OF AGRICULTURE

PREFACE

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, frozen concentrated juices and ades, and dried fruits. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 4,300 household consumers.

A committee of the Florida Industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in over-estimate of purchases of frozen concentrated and canned single-strength orange juice by about 10 percent, and those of canned single-strength grapefruit juice by about 15 percent. No over-estimate was evident in blended juice data. For each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN MARCH 1954

The data in this report represent estimated total purchases by household consumers only and do not include those restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only in order to permit comparisons between periods of equal length.

SUMMARY

Purchases of oranges and orange products by household consumers were about 20 percent larger, on a fresh equivalent basis, in March 1954 than a year earlier. Purchases of fresh oranges and of frozen concentrated orange juice were at record high levels, but less canned single-strength orange juice was bought than in March 1953. Canned single-strength orangeade, on the other hand, showed an increase over February; comparable data are not available for this product for 1953. Except for canned single-strength orange juice, prices paid by consumers for oranges and orange products generally were lower than a year earlier.

Householders bought about a third more grapefruit and canned single-strength grapefruit juice, on a fresh equivalent basis, in March this year than last. Purchases of fresh grapefruit were at a record high level and purchases of the canned juice were the highest since October 1949. Prices for these two products also were considerably lower than in March last year. Consumers paid less for fresh grapefruit than in any month of the four preceding years. An important factor in the increased purchases of canned grapefruit juice in March was the low price of this juice as compared with that paid for canned orange juice.

Purchases of orange-grapefruit blended juice, however, were about 30 percent less in March than a year ago. The volume of tomato juice and pineapple juice bought was almost unchanged.

Although seasonally low, frozen concentrate for lemonade purchases were a fourth larger than a year ago. About a sixth more canned single-strength lemon juice and a fifth more fresh lemons were purchased by consumers than in March last year. Combined purchases of these three products, fresh equivalent basis, were about 20 percent larger than a year earlier.

FROZEN JUICES AND ADES

Record large consumer purchases of frozen concentrated orange juice continued to be reported in March 1954 as prices paid declined further. At the same time, purchases of frozen concentrate for lemonade, though seasonally small, were a fourth larger than a year ago. More canned single-strength orangeade was bought than in the preceding month, but purchases of shelf-pack (non-frozen) concentrate for orangeade declined.

Householders bought about 5,500,000 gallons of frozen concentrated orange juice in March 1954—equal to the record volume in February (fig. 4). Purchases were almost a third larger than in March a year ago. Prices consumers paid, averaging 13.4 cents per 6-ounce can, during the month were about one cent lower than in February and more than 2 cents below a year ago.

Nearly 33 percent of all families bought frozen orange juice in March—a record proportion—compared with 28 percent a year earlier (table 2). Purchases averaged 8 of the 6-ounce cans per buying family compared with 7-1/2 cans in March 1953. This was the highest volume of purchases per buying family reported so far.

For the period January through March, consumers' purchases of frozen orange juice totaled about a fourth larger than in these months a year ago.

Consumers bought about 140,000 gallons of frozen concentrate for lemonade in March, about a fourth more than a year earlier (fig. 5). They paid an average of 17.4 cents a 6-ounce can for frozen lemonade during the month, down somewhat from February but slightly higher than in March 1953. Those families that bought frozen lemonade in March averaged purchasing about three 6-ounce cans each, about the same as a year ago (table 2).

In March, consumer purchases of canned single-strength orangeade totaled about 335,000 cases (equivalent No. 2 cans), up nearly a sixth from the preceding month (fig. 5). No data are available for the corresponding month of the previous year. Prices paid for canned orangeade by consumers averaged 29 cents a 46-ounce can, about the same as in the two preceding months but slightly higher than was paid last summer. Nearly 3 percent of the families reported that they bought canned orangeade; purchases of these families averaged 2-1/4 of the 46-ounce cans each during the month (table 2).

Household purchases of shelf-pack (non-frozen) concentrate for orangeade equaled approximately 115,000 gallons in March, considerably less than in the previous month (table 2). Data are not available for comparison with March 1953. Prices consumers paid remained unchanged from the previous month—averaging 16 cents for a 6-ounce can.

Householders bought about 293,000 gallons of frozen concentrated grape juice in March, slightly more than a year earlier (table 2). Prices consumers paid for frozen grape juice averaged 21.4 cents per 6-ounce can, almost unchanged from March last year.

CANNED JUICES

Householders reported increased purchases of canned single-strength grapefruit, lemon, and prune juices in March 1954 compared with the same month a year earlier. Purchases of tomato and pineapple juices were almost unchanged, while substantially smaller purchases were reported for orange and orange-grapefruit blended juices. Prices consumers paid averaged lower for all canned juices except lemon and pineapple juices which were somewhat higher. Purchases of canned single-strength juices by households in March 1954 totaled about 7,400,000 cases of No. 2 cans, practically unchanged from March 1953 (table 1).

Consumers bought about 1,220,000 cases (equivalent No. 2 cans) of canned single-strength orange juice in March—about 14 percent less than in March 1953 (fig. 6). The decrease was a result both of fewer families buying and of smaller purchases per family—a drop of almost 7 percent in each case. They paid an average of 30 cents a 46-ounce can for orange juice in March, down 1 cent from the preceding month and almost unchanged from a year earlier (table 1).

Household purchases of canned grapefruit juice in March amounted to about 1,200,000 cases (equivalent No. 2 cans), up about two-fifths from a year earlier. The gain, compared with March 1953, was the result of 17 percent more families buying as well as a rise in the average quantity purchased per buying family—almost 2-1/2 cans compared with 2-1/8 last year (table 1). The prices paid for canned grapefruit juice during the month averaged 23 cents a 46-ounce can, down almost 2 cents from the preceding month and nearly 4 cents lower than March last year.

Purchases of canned orange-grapefruit blended juice by households in March still showed the largest relative drop in volume, compared with a year earlier, of any of the canned single-strength juices (table 1). Purchases during the month were equal to about 290,000 cases (equivalent No. 2 cans). This was a little less than a third of that bought in March 1953. The decrease, compared with a year earlier, resulted from about a fourth fewer families buying and from smaller purchases per buying families. Prices paid by consumers averaged 27 cents a 46-ounce can, almost 2 cents lower than last month and down more than 3 cents from March last year.

Household purchases of canned lemon juice in March were equal to about 55,000 cases of No. 2 cans, up more than a sixth from a year ago (table 1). The gain in purchases of canned lemon juice was the result of an increase of almost a sixth in the number of families buying. Prices paid averaged 13 cents per 5-1/2-ounce can, 1-1/2 cents more than in March 1953. Purchases of fresh lemons and concentrate for lemonade also were up and, on a fresh equivalent basis, total lemon purchases by households were nearly a fifth more than in March a year earlier (fig. 3).

Consumers bought about 1,150,000 cases (equivalent No. 2 cans) of canned pineapple juice in March, slightly less than a year ago (table 1). About the same number of families bought pineapple juice, but the average volume

purchased per buying family dropped about 10 percent. The average price of about 32 cents a 46-ounce can was almost unchanged from February but was up 1-1/2 cents from March 1953.

Householders bought about 1,900,000 cases (equivalent No. 2 cans) of tomato juice in March (table 1). This was almost the same as in March a year ago, but down about 10 percent from the preceding month. They paid an average of 26 cents a 46-ounce can for tomato juice in March, unchanged from recent months but 2 cents lower than a year earlier.

Purchases of prune juice by households in March equaled about 520,000 cases (equivalent No. 2 cans)—about 15 percent more than a year ago and the largest quantity reported for any month in this series (table 1). More families bought prune juice in March—2 out of 25 families—than at any time for which this information is available. Their purchases averaged a little less than 2 of the 32-ounce bottles per family at an average price of 33 cents a bottle.

FRESH CITRUS FRUIT

Householders bought about 4,000,000 boxes of fresh oranges in March 1954—a fifth more than a year ago (fig. 1). Purchases of Florida oranges were almost half again as large as in March 1953, while purchases of California-Arizona oranges were down 10 percent (fig. 7).

The gain in purchases of Florida oranges was the result of an increase in the number of families buying during the month—29 per 100 compared with 22 last March (table 3). Prices paid for Florida oranges were down slightly, averaging 33 cents a dozen, 1-1/2 cents less than in the preceding month and 2 cents lower than in March a year ago. Reflecting the smaller supplies in California this year, consumers paid an average of 47 cents a dozen for California-Arizona oranges in March, about 7 cents higher than a year earlier (fig. 7).

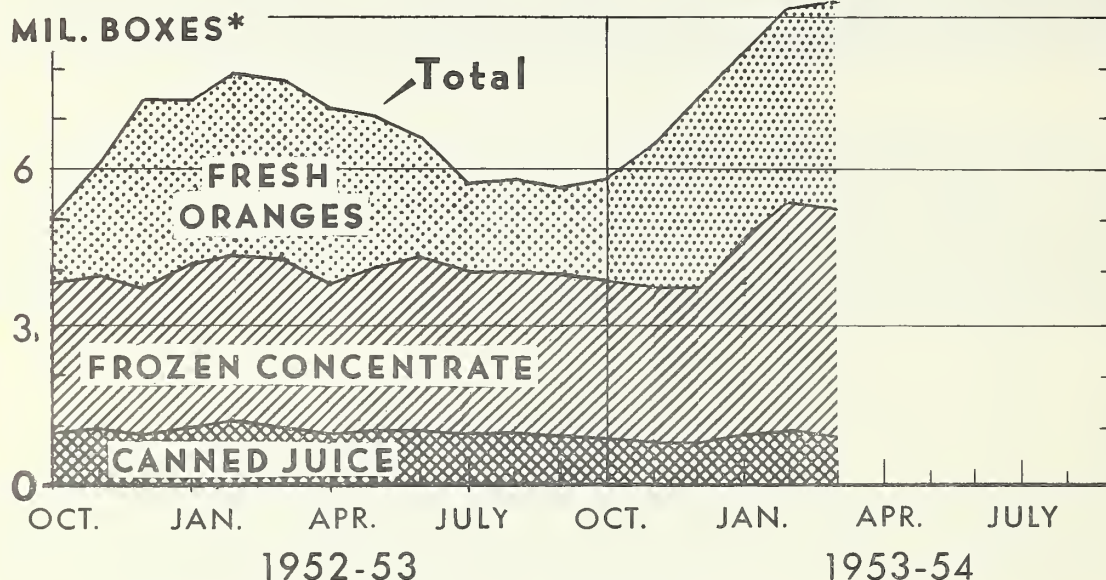
Purchases of fresh grapefruit by households totaled about 3,000,000 boxes in March, a third more than in March 1953, and exceeded the quantity bought in the previous record month, February 1954, by about 8 percent. Consumers paid an average of 73 cents a dozen for grapefruit, down 11 cents from last March and the lowest price yet reported (fig. 8). Almost a fourth more families bought grapefruit in March than in this month a year earlier. Their purchases averaged one dozen grapefruit per buying family, 2 more grapefruit per family than in March 1953 (table 3).

Consumers bought about 281,000 boxes of fresh lemons in March this year, about a tenth more than in February and a fifth more than in the same month a year ago. They paid an average of 46 cents a dozen during the month, about the same as in March 1953 (fig. 9). Lemons were bought by 1 out of

4 families in March compared with 1 out of 5 a year earlier. Average purchases of families buying, however, remained unchanged, about 9 lemons per family (table 3).

Household purchases of tangerines in March 1954 totaled about 80,000 boxes compared with 140,000 boxes in March last year (table 3). Prices paid averaged sharply higher, 41 cents a dozen compared with 27 cents in March 1953, as Florida shipments were materially smaller than a year ago.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4-54(4) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1952 to date

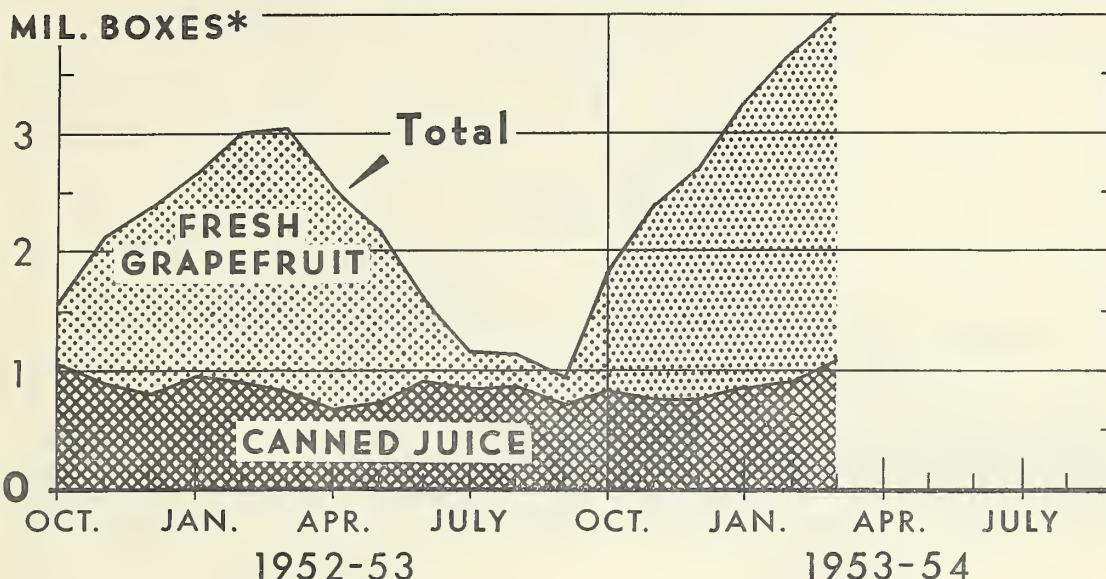
Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice ^{1/}		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	<u>1,000</u>	<u>1,000</u>	<u>1,000</u>	<u>1,000</u>	<u>1,000</u>	<u>1,000</u>	<u>1,000</u>	<u>1,000</u>
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
October	1,944	1,261	3,002	2,868	828	1,000	5,774	5,129
November	2,797	2,240	2,918	2,911	790	1,005	6,505	6,156
December	3,684	3,625	2,955	2,842	791	911	7,430	7,378
October-December ^{2/}	9,108	7,759	9,540	9,277	2,590	3,121	21,238	20,157
January	3,603	3,154	3,792	3,078	912	1,072	8,307	7,304
February	3,942	3,536	4,382	3,145	976	1,224	9,930	7,905
March	4,055	3,397	4,430	3,252	847	1,016	9,332	7,665
October-March ^{2/}		18,667		19,597		6,732		44,996
April		3,310		2,893		986		7,189
May		2,885		3,113		1,020		7,018
June		2,288		3,331		1,018		6,637
October-June ^{2/}		27,769		29,650		9,994		67,413
July		3,622		3,144		934		7,700
August		1,782		3,069		959		5,810
September		1,643		3,067		832		5,542
Season ^{2/}								

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

^{3/} Revised.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 5-54(4) AGRICULTURAL MARKETING SERVICE

Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit,
October 1952 to date

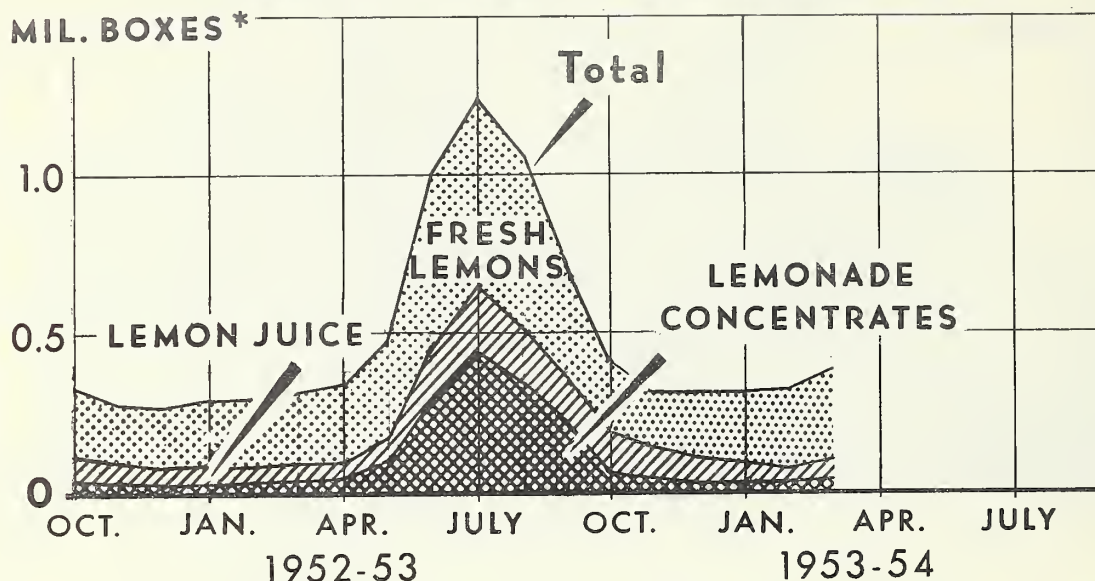
Period	Fresh grapefruit		Canned single-strength grapefruit juice 1/		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	959	545	831	1,030	1,790	1,575
November	1,618	1,240	765	900	2,383	2,140
December	1,936	1,588	776	808	2,712	2,396
October-December 2/	4,967	3,738	2,536	2,952	7,503	6,690
January	2,399	1,703	856	975	3,255	2,678
February	2,732	2,093	922	913	3,654	3,006
March	2,957	2,216	1,054	835	4,011	3,051
October-March 2/		10,284		5,884		16,168
April		1,848		687		2,535
May		1,446		748		2,194
June		686		924		1,610
October-June 2/		14,494		8,427		22,921
July		3/305		851		3/1,156
August		267		874		1,141
September		221		721		942
Season 2/						

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

3/ Revised.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 6-54(4) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1952 to date

Period	Fresh lemons		Lemon juice ^{1/}		Concentrate for lemonade				Total	
					Frozen		Total ^{2/}			
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	277	209	66	69	64	39	67	41	410	319
November	215	184	58	60	39	27	41	29	314	273
December	235	190	54	50	25	19	26	21	315	261
October-December 3/	783	634	191	191	135	88	141	95	1,115	920
January	225	210	61	57	29	20	32	24	318	291
February	249	218	53	47	27	23	32	27	334	292
March	281	229	63	57	33	29	35	33	379	319
October-March 3/		1,346		368		165		186		1,900
April		242		52		39		45		339
May		307		73		87		95		475
June		548		169		271		289		1,006
October-June 3/		2,562		688		598		654		3,904
July		587		206		404		436		1,229
August		558		163		310		334		1,055
September		355		116		197		213		684
Season 3/										

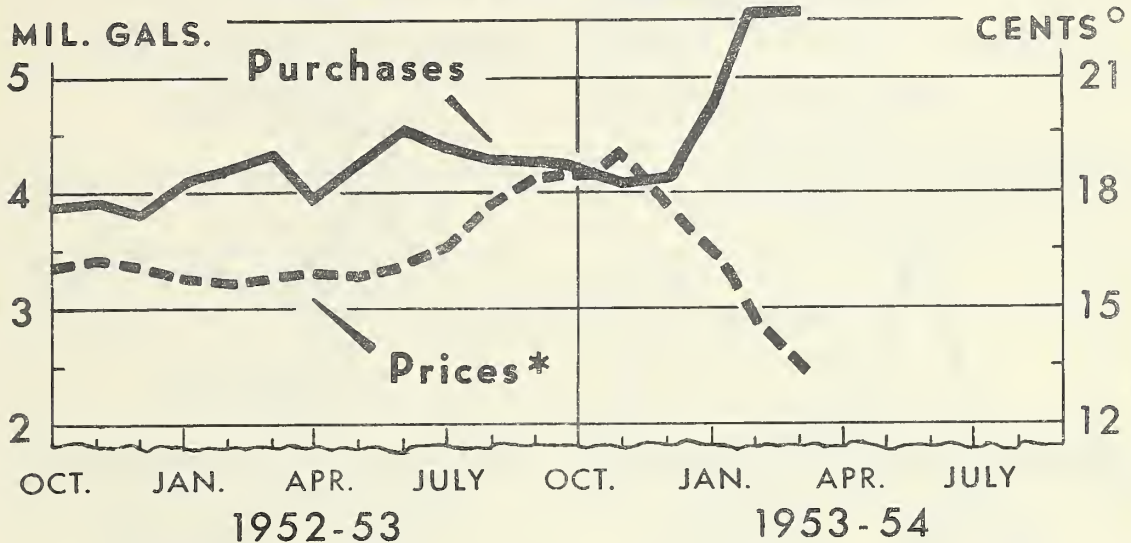
^{1/} Includes canned single strength lemon juice and small quantities of frozen concentrated and frozen single strength juice.

^{2/} Includes shelf pack lemonade base.

^{3/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 7-54(4)

AGRICULTURAL MARKETING SERVICE

Figure 4

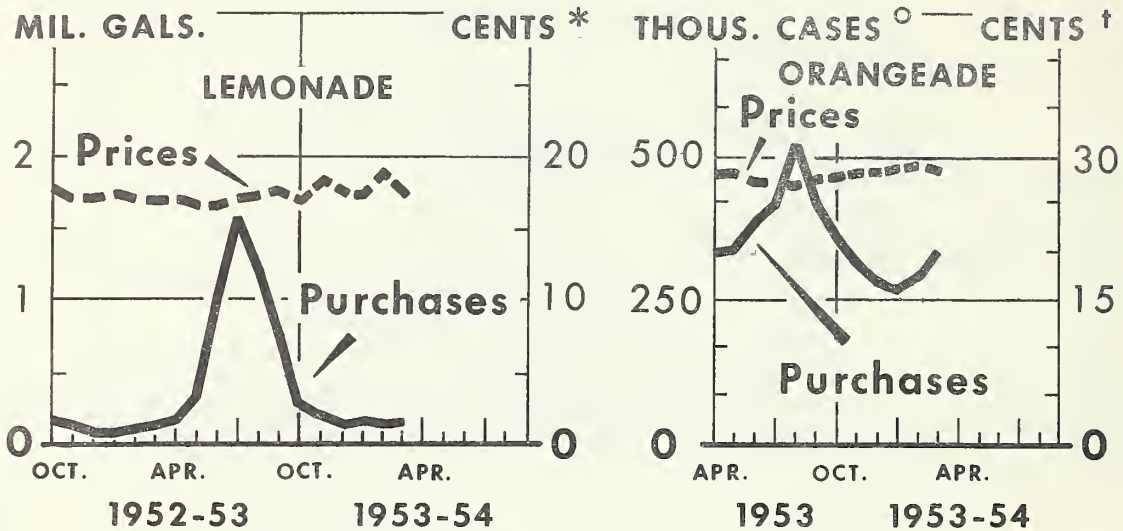
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1952 to date

Period	Purchases		Average price per 6 oz. can	
	1953-54	1952-53	1953-54	1952-53
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October	4,205	3,871	18.6	16.1
November	4,087	3,929	19.1	16.3
December	4,138	3,836	17.7	16.1
October-December 1/	13,361	12,519		
January	4,776	4,126	16.5	15.8
February	5,519	4,216	14.6	15.7
March	5,579	4,359	13.4	15.8
October-March 1/		26,353		
April		3,963		16.0
May		4,265		15.9
June		4,563		16.1
October-June 1/		40,124		
July		4,403		16.6
August		4,299		17.7
September		4,295		18.4
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA
 * CENTS PER CAN OF 6 OUNCES ° EQUIVALENT CASES OF 24 #2'S † CENTS PER CAN OF 46 OUNCES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8-54(4) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, specified months, 1952 to date

Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	267	160	17.2	17.6	356	2/	28.1	2/
November	162	110	18.4	17.0	312	2/	28.2	2/
December	102	77	17.5	17.0	290	2/	28.3	2/
October-December 3/	558	364	17.6		1,022	2/		
January	121	77	17.5	17.3	269	2/	28.8	2/
February	114	90	18.9	17.0	288	2/	29.0	2/
March	139	111	17.4	16.9	335	2/	28.7	2/
October-March 3/		662						
April		153		17.1		328		28.0
May		336		16.7		330		28.2
June		1,053		16.7		382		27.3
October-June 3/		2,340				2/		
July		1,566		17.0		417		27.3
August		1,203		17.3		509		26.9
September		762		17.6		433		27.8
Season 3/		6,184				2/		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ Not available.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

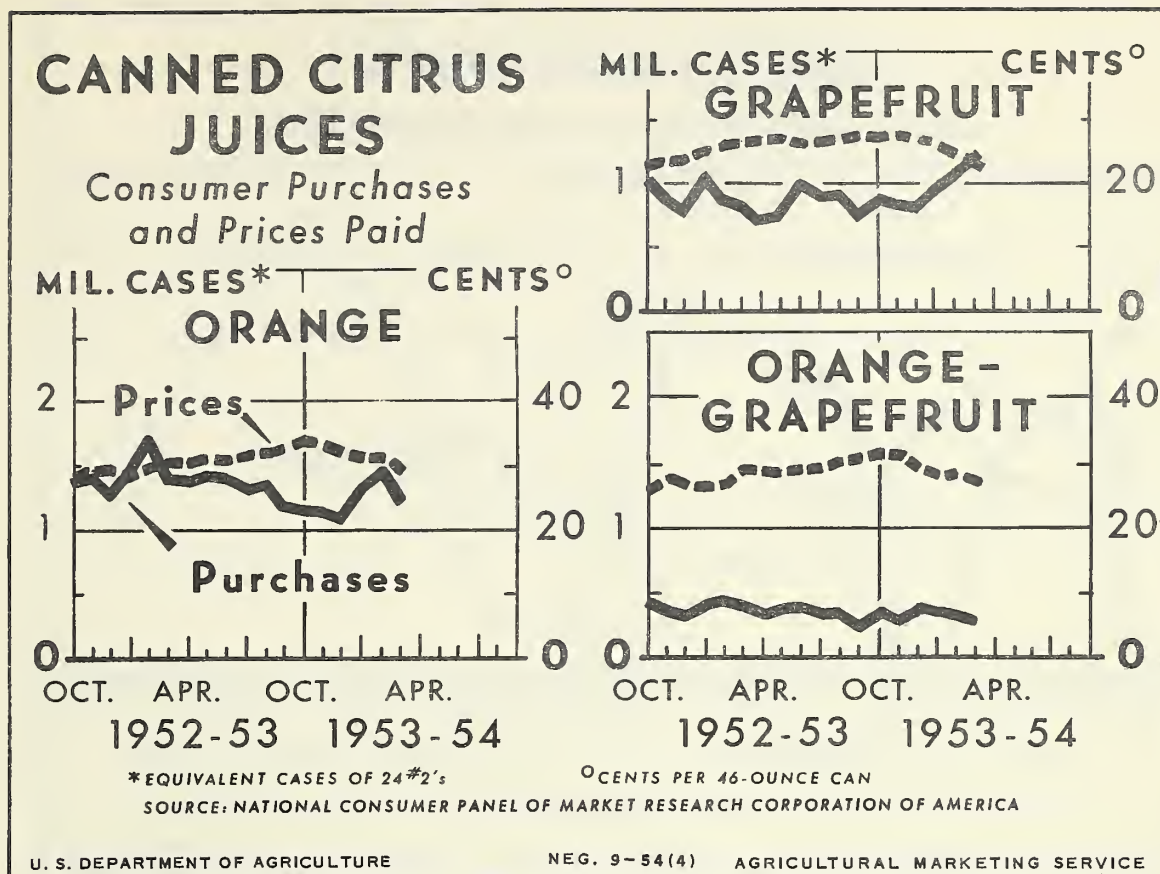


Figure 6

Canned citrus juices: Consumer purchases and average price paid,
October 1952 to date

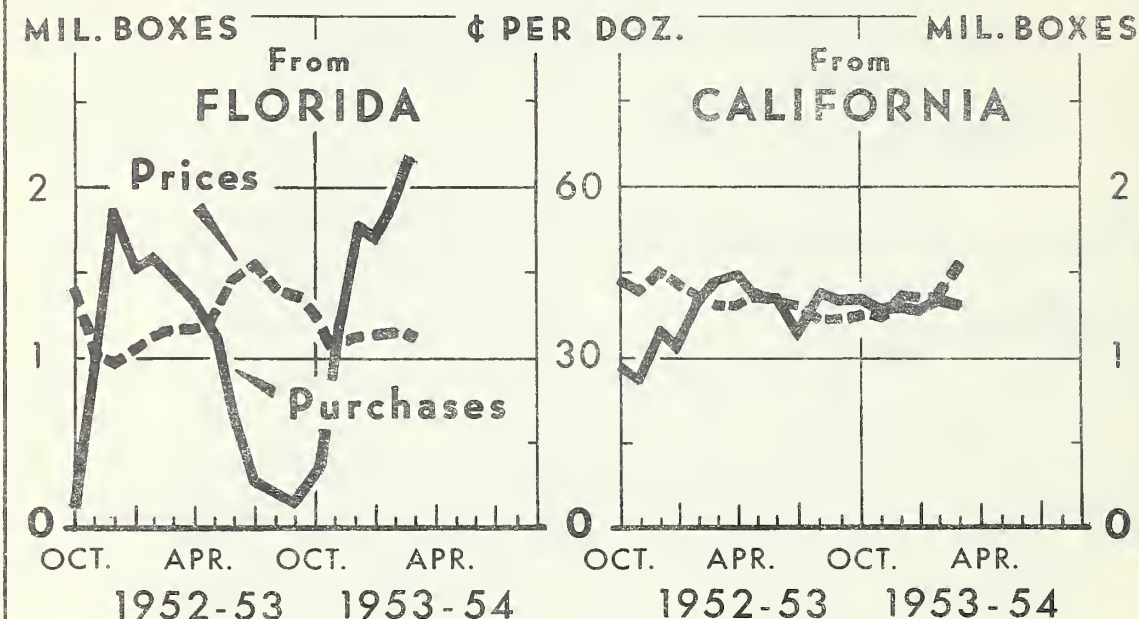
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1953-54 ^{1/}	1952-53 ^{1/}	1953-54 ^{1/}	1952-53 ^{1/}	1953-54 ^{1/}	1952-53 ^{1/}	1953-54 ^{1/}	1952-53 ^{1/}	1953-54 ^{1/}	1952-53 ^{1/}	1953-54 ^{1/}	1952-53 ^{1/}
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,170	1,375	33.4	28.8	884	1,001	27.1	23.0	326	450	31.8	26.4
November	1,143	1,412	33.3	29.6	834	875	27.6	23.6	258	393	31.6	27.6
December	1,101	1,292	32.2	29.6	804	797	26.9	24.2	347	330	29.4	26.9
October-December 2/	3,666	4,362	33.0		2,689	2,883	27.2		1,010	1,263		
January	1,302	1,497	31.7	28.6	930	1,012	26.1	25.3	332	413	28.1	26.6
February	1,409	1,720	31.3	29.7	1,018	915	25.2	26.0	325	452	28.5	27.4
March	1,219	1,411	30.1	30.5	1,205	840	23.3	27.0	290	408	26.8	29.2
October-March 2/		9,414				5,859				2,640		
April		1,402		30.6		704		27.2		352		29.2
May		1,440		30.9		766		27.2		383		29.2
June		1,436		31.1		991		26.4		384		29.3
October-June 2/		14,023				8,505				3,860		
July		1,329		31.5		906		26.8		351		29.4
August		1,362		32.3		929		27.2		363		30.5
September		1,208		32.9		784		27.4		265		31.3
Season 2/												

^{1/} Equivalent cases of 24 No. 2 cans—432 ounces per case.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 10-54(4)

AGRICULTURAL MARKETING SERVICE

Figure 7

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1952 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1953-54 boxes	1952-53 boxes	1953-54 Cents	1952-53 Cents	1953-54 boxes	1952-53 boxes	1953-54 Cents	1952-53 Cents
October	1,000	1,000			1,000	1,000		
November	302	138	37.4	42.4	1,379	933	37.4	43.3
December	1,134	947	31.9	30.3	1,284	866	36.9	41.7
October-December 1/	1,787	1,870	33.2	29.3	1,285	1,447	41.0	45.8
January	3,557	3,307			4,187	3,087		
February	1,732	1,520	34.6	31.8	1,294	1,072	40.1	43.2
March	2,189	1,600	34.9	34.1	1,369	1,305	41.7	40.7
October-March 1/	2,176	1,474	33.4	35.6	1,304	1,444	46.5	39.3
April		8,252				7,233		
May		1,347		35.6		1,494		38.9
June		1,137		37.0		1,352		41.1
October-June 1/		617		44.3		1,350		40.1
July		11,586				11,733		
August								
September		256		47.8		1,127		39.2
Season 1/		190		42.0		1,376		36.7
		130		41.3		1,331		37.1

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Revised.

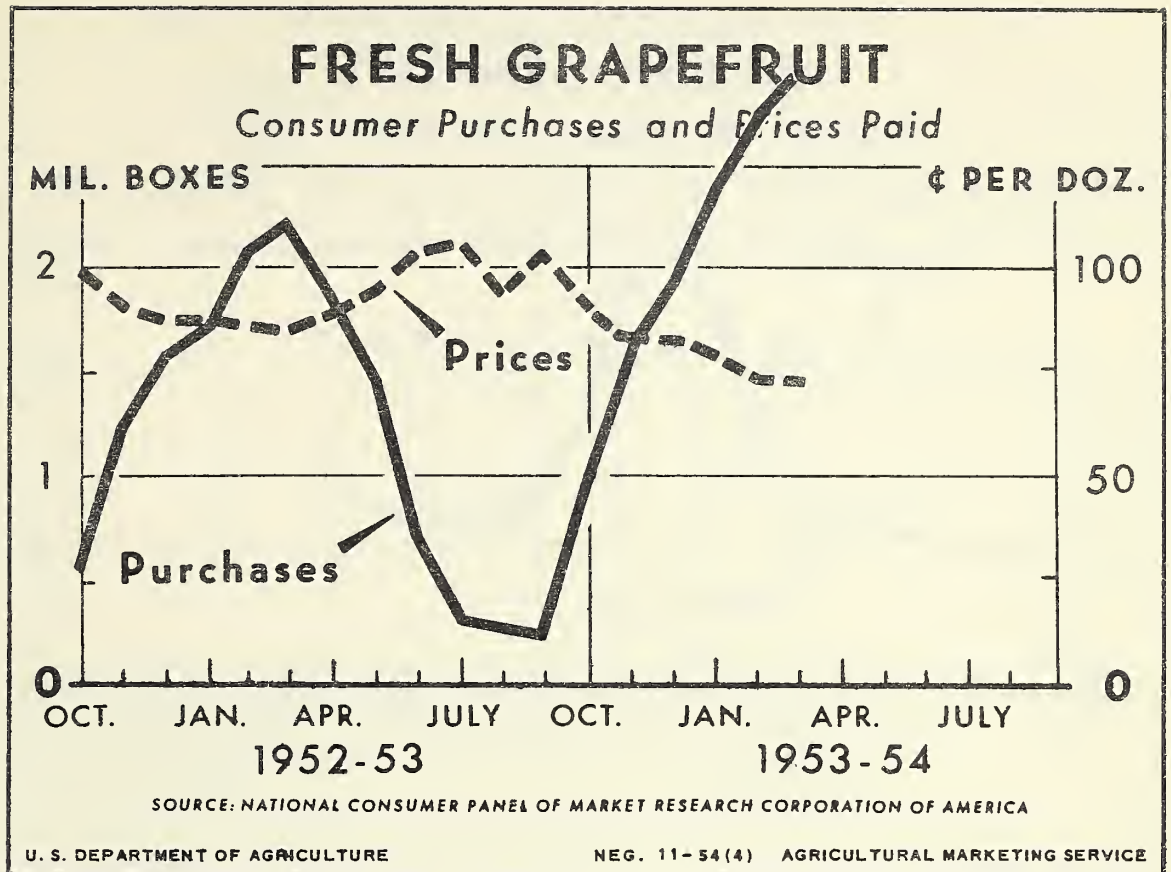


Figure 8

Fresh grapefruit: Consumer purchases and average price paid,
October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	959	545	91.5	99.0
November	1,618	1,240	83.4	90.8
December	1,936	1,588	82.5	87.3
October-December ^{1/}	4,967	3,738		
January	2,399	1,703	78.2	87.5
February	2,732	2,093	73.9	85.3
March	2,957	2,216	73.4	84.4
October-March ^{1/}		10,284		
April		1,848		88.9
May		1,446		95.9
June		686		103.9
October-June ^{1/}		14,494		
July		2,305		105.9
August		267		94.0
September		221		103.6
Season ^{1/}				

^{1/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

^{2/} Revised.

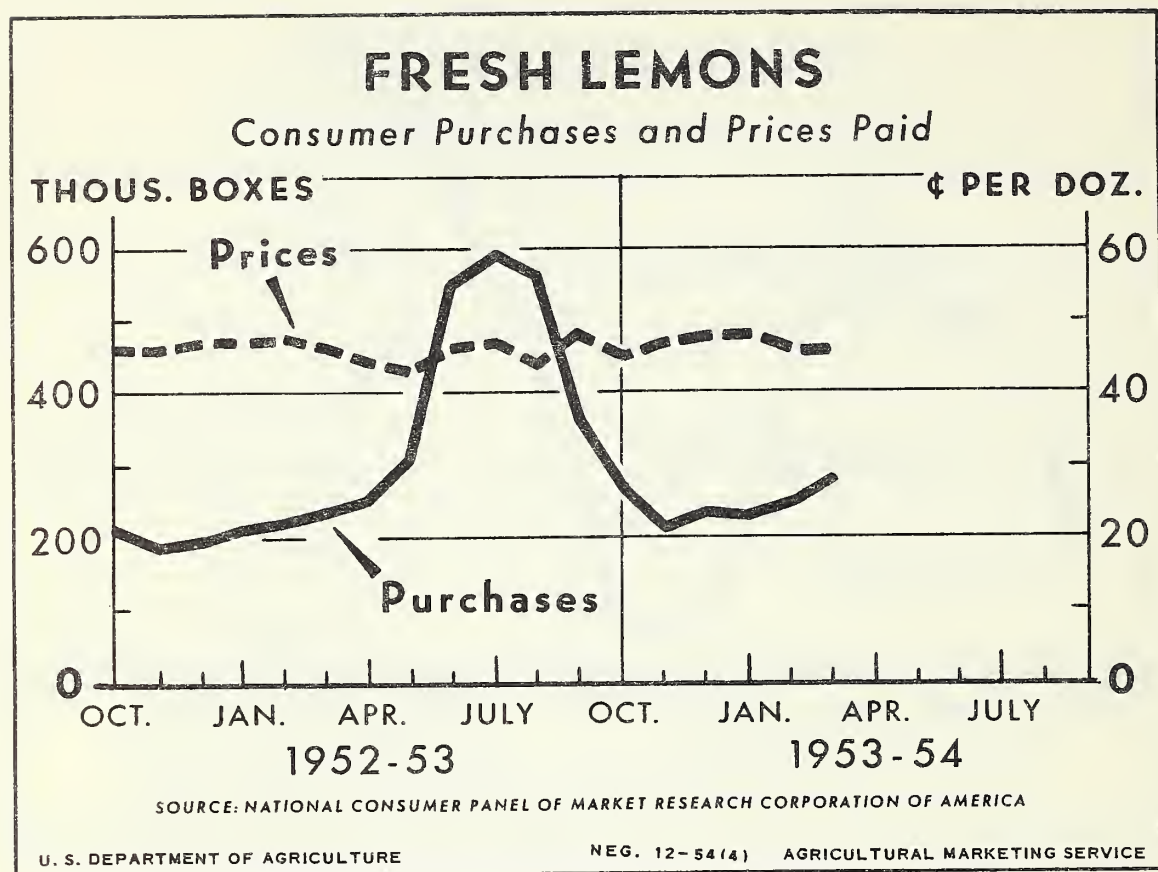


Figure 9

Fresh lemons: Consumer purchases and average price paid,
October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	Cents	Cents
October	277	209	45.8	45.7
November	215	184	46.6	45.3
December	235	190	47.0	46.4
October-December 1/	783	634		
January	225	210	47.5	46.3
February	249	218	46.0	47.2
March	281	229	45.8	45.9
October-March 1/		1,346		
April		242		43.8
May		307		42.7
June		548		45.6
October-June 1/		2,562		
July		587		46.8
August		558		43.4
September		355		48.0
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.—Canned single-strength juices and ades: U. S. total consumer purchases and average price, March 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1954	1953	1954	1953	Purchases		Quantity per purchase			1954	1953
					1954	1953	1954	1953			
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	12.1	13.0	1,219	1,411	1.7	1.8	57.8	58.9	46	30.1	30.5
Grapefruit	10.1	8.6	1,205	840	1.6	1.7	71.4	57.7	46	23.3	27.0
Orange & gpft. blend	3.4	4.5	290	408	1.4	1.5	57.6	56.7	46	26.8	29.2
Lemon	2.8	2.4	55	47	1.3	1.3	14.6	14.6	5	13.3	11.8
Grape	4.8	5.0	187	221	1.4	1.5	2/29.5	29.8	24	2/34.4	2/34.5
Pineapple	14.4	14.2	1,152	1,218	1.4	1.6		52.9	46	31.7	30.2
Prune	8.0	6.7	520	454	1.7	1.7	35.6	36.2	32	32.9	33.1
Tomato	21.3	22.4	1,879	1,930	1.7	1.7	51.3	50.8	46	26.0	27.9
Total 3/	51.7	51.8	7,406	7,469	2.8	2.9	50.2	48.8			
Canned ades											
Orangeade	2.8	4/	335	4/	1.8	4/	62.4	4/	46	23.7	4/

1/ Equivalent cases of No. 2 cans—432 ounces per case.

2/ February 1954 figures revised as follows: quantity per purchase, 27.7 ounces; average price per 24 ounce, 35.8 cents; average price, 34.4 cents in February 1953.

3/ Includes other canned single-strength juices.

4/ Information not available.

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Table 2.—Frozen concentrated juices and ade bases: U. S. total consumer purchases and average price, March 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1954	1953	1954	1953	Purchases		Quantity per purchase			1954	1953
					1954	1953	1954	1953			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	32.9	28.4	5,579	4,359	2.4	2.5	20.6	17.8	6	13.4	15.8
Grape	4.5	4.4	293	286	1.7	1.6	11.3	11.1	6	21.4	21.3
Other concentrates	1/	1/	206	223	1/	1/	12.3	12.5	6	16.1	17.8
Total 2/	34.3	30.1	6,077	4,868	2.6	2.7	19.4	16.9			
Ade bases											
Frozen											
Concentrate for											
Lemonade	2.3	1.7	139	111	1.4	1.3	13.0	14.1	6	17.4	16.9
Shelf pack											
Orangeade	1.3	1/	115	1/	1.7	1/	14.9	1/	6	16.2	1/

1/ Information not available.

2/ Includes small purchases of grapefruit, orange-grapefruit blended, and other frozen concentrated juices.

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Table 3.—Fresh citrus fruit: U. S. total consumer purchases and average price, March 1954, and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1954	1953	1954	1953	1954	1953	1954	1953	1954	1953
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Number	Number	Cents	Cents
Oranges										
California-Arizona	24.8	25.1	1,304	1,444	2.1	2.0	12.0	12.8	46.5	39.3
Florida	28.6	22.0	1/2,176	1,474	2.3	2.3	14.2	13.9	33.4	35.6
Unidentified	12.4	11.2	1/ 529	434	1.6	1.6	11.7	11.6	38.8	39.3
Total 2/	55.5	49.7	1/4,055	3,397	2.5	2.4	12.9	13.1	38.8	37.6
Grapefruit										
California-Arizona	5.1	4.8	318	287	1.7	1.6	6.2	6.2	64.5	63.4
Florida	25.9	19.0	1,819	1,306	2.2	2.2	5.4	4.7	75.1	86.6
Unidentified	13.6	11.3	652	521	1.6	1.7	5.0	4.2	75.4	90.3
Total 2/	41.0	32.7	2,957	2,216	2.2	2.2	5.4	4.7	73.4	84.4
Lemons	25.8	20.1	283	229	1.6	1.6	5.6	5.6	45.8	45.9
Tangerines	2.0	2.7	83	141	1.7	1.4	9.7	14.4	41.1	26.9
Total 3/	71.7	63.3	7,376	5,983	3.8	3.6	9.3	9.4	46.1	45.4

1/ February 1954 figures revised as follows: Florida 1,892,000 boxes, unidentified 606,000, total 3,942,000.

2/ Includes small purchases of Texas fruit.

3/ Except for total quantity purchased, totals include small purchases of other citrus fruit.

National Consumer Panel of Market Research Corporation of America.

